

# Project Filter

Idaho Department of Health and Welfare  
Division of Health  
Community and Environmental Health  
Tobacco Prevention and Control Program

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# Why I Am Here Today

- Overview of Project Filter as an evidence-based, comprehensive counter-marketing project to reduce the incidence of tobacco use and save lives.
- Outline Project Filter's plans for implementing a comprehensive project for Fiscal Year 2008.

# Tobacco's Toll in Idaho

- Everyday, four Idahoans die from tobacco related illnesses.
- The tobacco industry spends \$186,000 a day promoting tobacco products to Idaho residents.
- Our State Medicaid Program spends \$83 million a year on tobacco related illnesses.
- Idaho did experience a slight increase in smoking rates across the board last year.

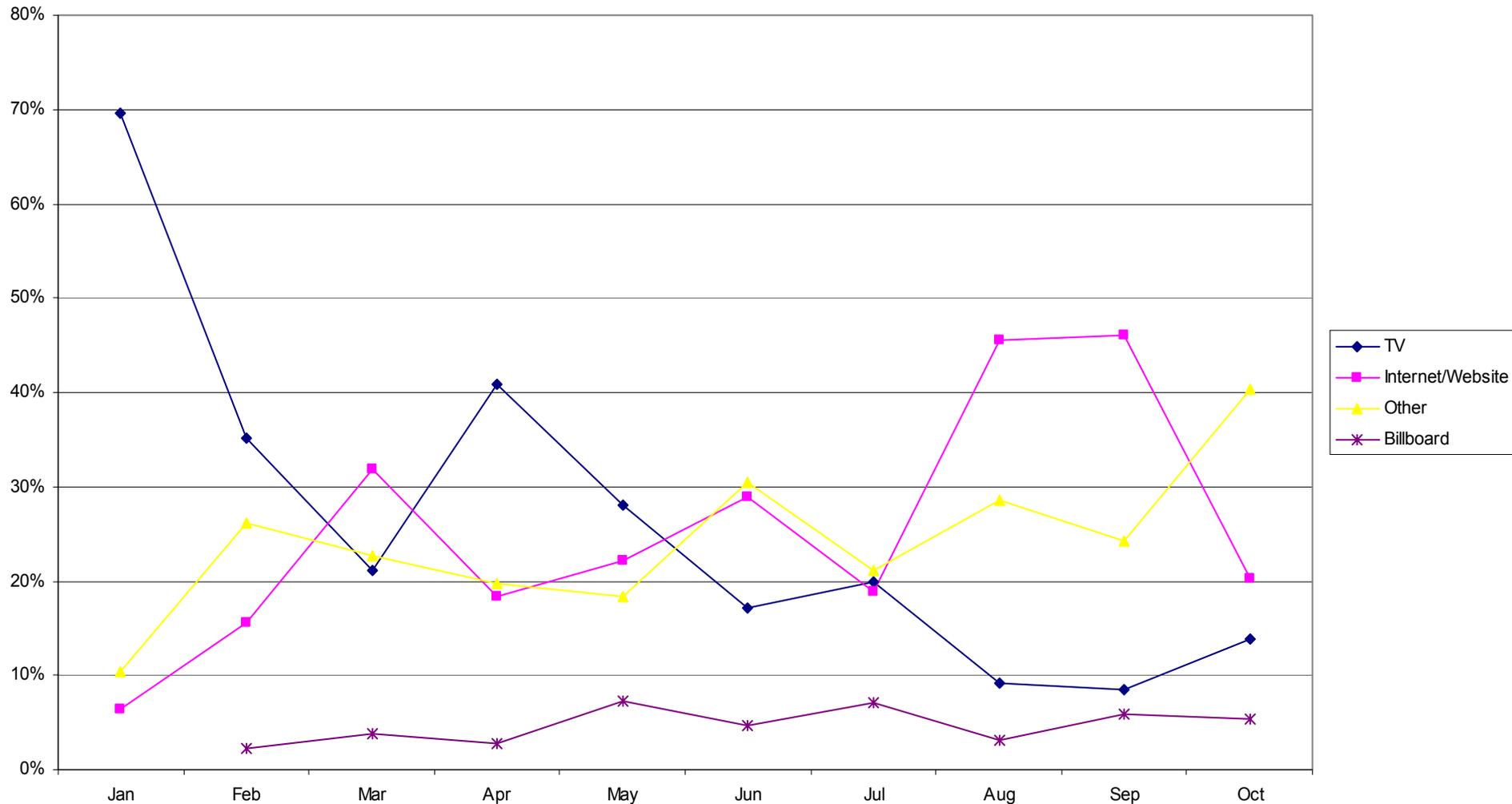
# Shotgun vs. Comprehensive Marketing

- Shotgun Approach
  - Heavy messaging on select dates
    - Allows you to saturate a date or event
  - Leads to a desire in behavior change, but doesn't support the behavior change process
- Comprehensive Approach
  - Consistent messaging throughout the entire year
    - Your message is always out there
  - Supportive throughout the quitting process
    - Reinforces the desire to Quit

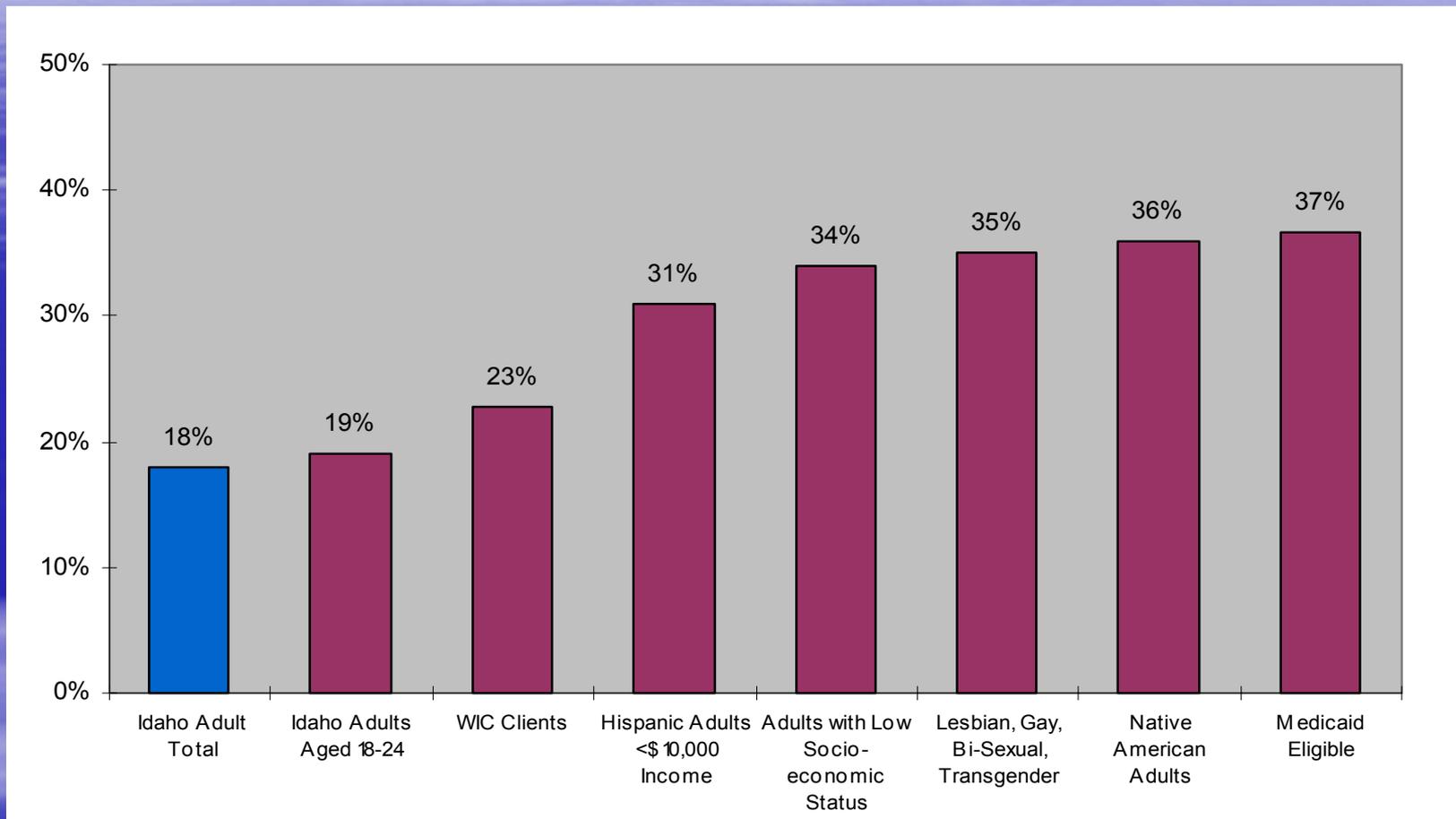
# Recommendations for Counter-Marketing Based on CDC Best Practices

- Include grassroots promotions, local media advocacy, event sponsorships, and other community tie-ins to support and reinforce the statewide campaign
- Maximize the number, variety, novelty, and impact of messages and production styles rather than communicate a few messages repeatedly.
- Use a “when and if you are ready to quit, we can help” approach with smokers
- A comprehensive prevention program anchored by an aggressive mass media campaign produces significant declines in tobacco use

# How QuitNet Registrants Heard about QuitNet



# Smoking Prevalence Disparities Among Various Populations in Idaho



Data Sources: Idaho Behavioral Risk Factor Surveillance System (BRFSS) survey; Medicaid BRFSS survey; LGBT Health Assessment Survey; Women Infant Children (WIC) Program data.

# Target Audience for 2008

- 18- to 24- Year Olds
- 18 – to 55- Year Olds Low Socio-Economic Status specifically Blue Collar workers
- LGBT (Lesbian, Gay, Bi-Sexual, and Transgender)
- Native Americans

# Request for 2008

- Purchase Air Time for Existing TV and Radio Ads
  - \$325,000
- Statewide Programs – \$100,000
  - Identification and implementation of community events/sponsorships that address target populations based on nationally recognized results (i.e. Tobacco-free fairs, rodeos, concerts)
- Evaluation - \$75,000
  - Media recall
  - Results based on community events/sponsorships i.e. Was there behavior change?

# Questions and Answers

- Thank you for your time and consideration.